

It's A Capital Idea



Jay Ownby

Dear MANA CAPSIG Member:

You won't want to miss this chance to be a charter member of the MANA Capital Equipment Special Interest Group (CAPSIG) and attend our inaugural management conference in easy-to-reach Louisville, Kentucky.

Selling capital equipment, as you know, presents some distinctly different challenges for the 21st century rep that his commodity and consumer products brethren do not have to deal with.



Joe Miller

Finally, there is a place where you can come to learn techniques, ideas and other information that relates directly to the kind of products you sell. You'll learn from authorities in the field, but also from some of your peers — because some of the most successful MANA capital goods outsourced sales professionals are going to share success stories with you in the form of panel discussions.

Plus there will be plenty of time for networking and forming friendships that could last a lifetime. Some of these friendships might help you develop alliance partners that will help your bottom line!

We've got an outstanding program of education and panel discussions scheduled for you and a money back guarantee. That's right! We said **money back guarantee!**

We are so confident you will take away enough solid information from this conference to pay your CAPSIG dues for an entire lifetime, that we'll refund your \$375 conference fee, no questions asked, if you request a refund before December 1, 2005.

Take a look at the schedule on the facing page and fax your registration back to Linda McKee at (949) 855-2973 by September 1, 2005 and save \$25 on your registration fee.

Jay Ownby
Executive Director

Joe Miller
President/CEO

Capital Schedule

⇒ Tuesday, November 8

- Check-in and Welcome Reception

⇒ Wednesday, November 9

- Selling Capital Equipment in the 21st Century
- Securing Big-Ticket Lines — And Keeping Them
- Succession Planning
- Consultative Selling vs. Features and Benefits Selling in the Capital Equipment World
- Managing Cash Flow When Your Lines Have Long Sales Cycles and Long Lead Times

⇒ Thursday, November 10

- What Do I Look for in Appointing the Ideal Capital Equipment Rep? A View from Three Manufacturers
- Legal and Contract Issues and Risk Management in Capital Goods Selling
- Representing Foreign Principals — Benefits and Risks
- How to Sell When Selection and Purchasing is a Committee Decision
- Town Hall Meeting (Ideas for CAPSIG activities, benefits to members and future conferences)

Not a CAPSIG member yet?

Sign up now in time to be eligible for the early-bird discount.

Look for the link on the home page of the MANA web site at www.MANAonline.org or e-mail: MANA@MANAonline.org or call toll-free: (877) 626-2776 and ask for an application.

What is the Purpose of CAPSIG:

- To provide education and training unique to manufacturers' reps who sell capital equipment.
- To provide networking opportunities for reps involved in selling capital equipment.

Who Should Belong?

- Whether capital equipment sales is your entire business or only part of your business, you should find membership in the Capital Equipment SIG a valuable investment.

The Conference Site

The CAPSIG inaugural conference will be held at the Marriott Louisville Downtown located at 280 West Jefferson Street, Louisville, Kentucky. The Marriott is a brand new convention hotel, just opened this year. The Marriott has all the amenities of a first class hotel including high-speed internet access, modem lines and voicemail in the rooms. The hotel has 24-hour room service, lobby lounge, fitness center, indoor pool, two restaurants and a Starbuck's Cafe.

4th Street Live!, Louisville's open-air entertainment district, is within walking distance of your hotel room. You will find restaurants, bars, live music and nightclubs, retail shops, art galleries and museums and other entertainment, all just a short walk away. Nearby are the Muhammad Ali Center, Kentucky Derby Museum and Churchill Downs, Louisville Slugger Field and Museum. A complimentary turn of the century trolley service will take you to all major downtown galleries and attractions. Louisville might just be the best-kept secret in America!

Hotel Reservations

We have negotiated a great rate for our attendees of \$119 plus taxes (currently 13.95%) per night. This rate is good three days before and three days after the conference dates. Reservations can be made by calling 1-800-533-0127 or you can register online at www.marriott.com/SDFLM. The group code is MANMANA. Cut-off date to receive the special rate is October 10, 2005.

What To Wear

Casual and comfortable clothing is the rule at the CAPSIG conference. No ties and jackets are required. You are encouraged to wear casual clothing to the seminars. We do suggest that gentlemen pack a coat and tie as it may be a requirement at some local upscale restaurants.

Getting There

Airlines: All major airlines fly into Louisville International Airport as well as some of the low-cost airlines such as Southwest and Independence Air. American Airlines is offering anyone traveling to the conference a 5-10% discount. The discount is dependent on when you book your flight, so the earlier the better. To make your reservation, call 1-800-433-1790 and refer to the authorization number, A77N5AL.

Avis Car Rental/Ground Transportation: Avis Car Rental has also extended discounts for those of you wishing to rent cars or vans while in Louisville. Discount brochures will be sent to you with your conference registration outlining the discounts available.

Ground transportation is available via shuttles, taxis or rental cars. One-way shuttle fare is \$10 per person. The Louisville Downtown Marriott is about 10 minutes from the airport.

Parking: For those of you who will have cars, there will be a discounted rate of \$7 per day parking fee at the Marriott.

What About Golf and Playtime?

A survey of CAPSIG prospective members in early 2005 revealed that members of this group wanted a no-nonsense, no golf, education-focused two-day conference at a reasonable price. Louisville is a wonderful city, but we selected it for its central location, reasonable airfares and the fact that it was within driving distance for a significant portion of the members, not for its tourist attractions. If you are planning to spend a few days in Louisville before or after the program, please refer to the city guide that will be included in your registration packet or contact the Marriott for information.

Registration Fees

Early Bird Discount is available until September 1, 2005. To qualify as an Early Bird the registration must be received and paid in full no later than September 1, 2005.

After this date, Regular registration fees will apply.

Cancellation policy: Cancellations received before September 8, 2005 will receive a full refund.

Cancellations received between September 8 and October 8, 2005 will receive a 50% refund. No refunds will be issued after October 8, 2005.

	EARLY BIRD	REGULAR
MANA CAPSIG member firms	\$350	\$375
MANA members who are not CAPSIG members	\$475	\$500
Non-members	\$575	\$600

Register Today!

To register, fill out the following form and call the hotel for your reservations (800) 533-0127. Mail or fax the form to MANA at (949) 855-2973.

Company _____ Phone _____ Fax _____

Attendee Name _____ Amount \$ _____ Are you a CPMR? Yes No

Attendee Name _____ Amount \$ _____ Are you a CPMR? Yes No

(Please attach a separate sheet for additional attendees.) Total \$ _____

Payment Information

Make checks payable to MANA in U.S. dollars drawn on a U.S. bank, or international money order for U.S. dollars. There will be a \$10.00 charge on all returned checks. Or, call or fax us with your credit card information. Please supply all requested information.

Check # _____ in the amount of U.S. \$ _____ enclosed.

Charge my credit card (circle one): VISA MC AMEX Auth. Sig. (req'd): _____

Credit card #: _____ Expiration date: _____

Mail to: MANA CAPSIG, One Spectrum Pointe, Suite 150, Lake Forest, CA 92630-2283
Phone (949) 859-4040 • Toll-free (877) 626-2776 • Fax (949) 855-2973

